

PASSPORT - PERFORMANCE ESTIMATE

- London CMA population: 290,500

Ontario population: 8,815,900

London % of Ontario population: 3.30%

Assuming Population Share Equals Cigarette Share:

MIDAS INDUSTRY SALE

CIGARETTE MARKET

	<u>JUNE *</u>	<u>JULY</u>	<u>AUG</u>	<u>SEPT **</u>	<u>OCT</u>	<u>NOV</u>
Ontario (000,000)	2,494	1,221	2,665	1,119	1,494	1,588
London (000)	82.302	40.293	87.945	36.927	49.312	52.424
Passport	.20	.80	1.0	.60	.40	.50
Estimated Share for Passport in London	.24%	1.99%	1.14%	1.62%	.81%	.95%

* June 1984 - Industry price increase.

** 1st Week of Sept 1984 - Federal tax increase, with an August load.

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